

**Yakima County**  
**Quit Line Data Summary**  
 July 1 - December 31, 2005

	<u>County</u>	<u>State</u>
<b>Number of Calls to Quit Line</b>	<b>N = 341</b>	<b>N = 10,345</b>
<b>Percent of Statewide Calls</b>	4.0%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	3.8%	100.0%

  

	<u>County %</u>	<u>State %</u>
<b>Gender</b>	<b>N = 338</b>	<b>N = 8,891</b>
Female	59.5%	61.8%
Male	40.5%	38.2%
<b>Race/Ethnicity</b>	<b>N = 321</b>	<b>N = 8,013</b>
People of Color	17.1%	15.6%
White	82.9%	84.4%
<b>Age</b>	<b>N = 337</b>	<b>N = 8,649</b>
Less than 18 years old	3.0%	1.3%
18 - 24 years old	17.2%	19.4%
25 - 34 years old	30.3%	26.5%
35 - 44 years old	18.1%	20.8%
45 years and older	31.5%	32.0%
<b>Education</b>	<b>N = 315</b>	<b>N = 8,130</b>
Did not graduate high school	26.7%	19.0%
High school graduate	34.9%	37.4%
Some college/vocational school	31.7%	32.3%
College graduate	6.7%	11.2%
<b>Caller Type</b>	<b>N = 339</b>	<b>N = 9,433</b>
General Information	1.2%	6.8%
Health care provider	0.6%	2.2%
Tobacco user	98.2%	91.0%
<b>Payer Type</b>	<b>N = 305</b>	<b>N = 7,657</b>
Insured	32.5%	36.8%
Uninsured	39.3%	37.2%
Medicaid	28.2%	26.0%
<b>Heard About</b>	<b>N = 283</b>	<b>N = 7,244</b>
Past caller <sup>2</sup>	4.9%	7.1%
Employer/worksites	2.1%	2.2%
Health care provider	26.1%	25.0%
Television	5.3%	6.6%
Outdoor advertisement (billboard/bus/wall)	0.4%	2.4%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	1.1%	4.2%
Newspaper/Magazine	2.1%	1.2%
Brochure/Newsletter	11.7%	7.7%
Family or friend	41.0%	36.5%
Health Department	2.8%	5.6%
School	2.5%	1.4%

Source: Washington State Department of Health  
 Tobacco Prevention and Control  
 Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

<sup>2</sup> Data not available for Oct-Dec 2005

\* Rate not calculated because number of calls was less than 5.